



WPTV

# ORDER

Print Date 10/23/12

Page 1 of 3

Flight Dates **10/30/12-11/06/12**

Contract / Revision      **315394 /**

Original Date / Revision  
10/19/12    10/22/12

Advertiser **Priorities USA Action**

Agency    **Mundy Katowitz Media Inc**

Buying Contact

**1322 G Street SE  
Washington, DC 20003-3021**

Product  
**340-ISSUE**

Agency Com    15%

Billing Contact

**1322 G Street SE  
Washington, DC 20003-3021**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:20:00

Estimate #      **1790 - :60 ATS**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A18+

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-2

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 100% Market Value 38800

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	25	\$32,980.00	\$38,800.00	0.00
<b>Totals</b>	<b>25</b>	<b>\$32,980.00</b>	<b>\$38,800.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	25	\$32,980.00	\$38,800.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/31/12	11/06/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTW----	1:00	1	\$1,500.00	P-2	0.00 NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--W----	1					\$1,500.00		0.00		
Week:		11/05/12	11/11/12	MT-----	2					\$1,500.00		0.00		
N 2	WPTV	10/31/12	11/05/12	M-F 11-12n RACHAEL RAY	CM	11a-12p	M-W-F--	1:00	1	\$900.00	P-2	0.00 NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--W-F--	2					\$900.00		0.00		
Week:		11/05/12	11/11/12	M-----	1					\$900.00		0.00		



**WPTV**

Print Date: 10/23/12

Page 2 of 3

Contract / Revision    **315394**    Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision    10/19/12/    10/22/12

Order Sep    00:20:00

Advertiser    **Priorities USA Action**    Product **340-ISSUE**

Estimate #    **1790 - :60 ATS**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/30/12	11/01/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	- 1- 1- - -	1:00	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- 1- 1- - -	2		\$1,300.00		0.00						
N 4	WPTV	10/30/12	11/05/12	M-F 1-2p DAYS	CM	1-2p	MT- - - - -	1:00	1	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- T- - - - -	1		\$900.00		0.00						
Week:		11/05/12	11/11/12	M- - - - -	1		\$900.00		0.00						
N 5	WPTV	10/31/12	11/02/12	M-F 2-3p MILLIONAIRE	CM	2-3p	- - 1- 1- -	1:00	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - 1- 1- -	2		\$700.00		0.00						
N 6	WPTV	10/30/12	11/01/12	M-F 1135p-1235a TONIGHT	CM	1135p-1235a	- 1- 1- - -	1:00	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- 1- 1- - -	2		\$2,500.00		0.00						
N 7	WPTV	10/30/12	11/01/12	M-F 1235-135a FALLON	CM	1235-0135a	- 1- 1- - -	1:00	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- 1- 1- - -	2		\$600.00		0.00						
N 8	WPTV	10/31/12	11/02/12	M-F 135-205a CARSON	CM	135-205a	- - 1- 1- -	1:00	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - 1- 1- -	2		\$500.00		0.00						
N 9	WPTV	11/03/12	11/03/12	Sa 6-7a Sa 6-7a	CM	6-7a	- - - - - S-	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S-	1		\$1,200.00		0.00						
N 10	WPTV	11/03/12	11/03/12	Sa 7-8a Sa 7-8a	CM	7-8a	- - - - - S-	1:00	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S-	1		\$2,400.00		0.00						
N 11	WPTV	11/03/12	11/03/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	- - - - - S-	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S-	1		\$3,000.00		0.00						
N 12	WPTV	11/03/12	11/03/12	Sa 7p News Sa 7p News	CM	7-730pm	- - - - - S-	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S-	1		\$4,000.00		0.00						
N 13	WPTV	11/04/12	11/04/12	Su 6-7a Su 6-7a	CM	6-7a	- - - - - S	1:00	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S	1		\$1,000.00		0.00						
N 14	WPTV	11/04/12	11/04/12	Su 7-8a Su 7-8a	CM	7-8a	- - - - - S	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S	1		\$3,000.00		0.00						
N 15	WPTV	11/04/12	11/04/12	Su 6p Su 6p	CM	6-630p	- - - - - S	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00



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Page 3 of 3

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Advertiser   **Priorities USA Action**     Product **340-ISSUE**

Estimate #   **1790 - :60 ATS**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WPTV	11/04/12	11/04/12	Su 6p	CM	6-630p	-----S	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
				Su 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$4,000.00		0.00						
														<b>Totals</b>	<b>25 \$38,800.00</b>